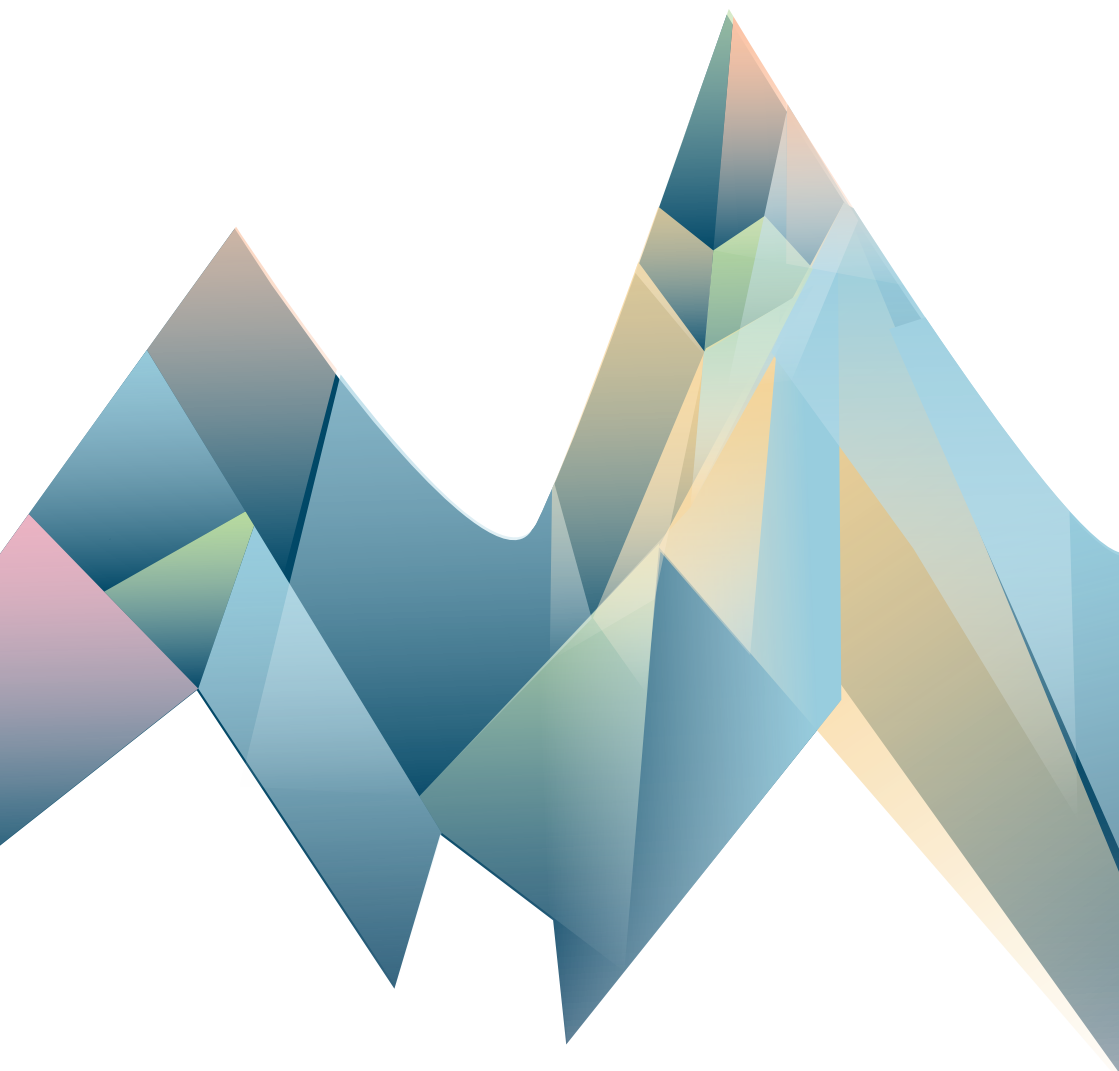


SUSTAINABLE ARCTIC DESTINATION

Sustainability Policy — Kiruna in Swedish Lapland



AN INVESTMENT FOR THE FUTURE

Sustainable Arctic Destination is a certification programme aimed at promoting sustainable tourism development in Kiruna in Swedish Lapland and enhancing the quality of our destination.

The growing tourism industry is of major importance to the economy and is now considered one of Sweden's basic industries. According to the UN World Tourism Organization, global travel and tourism is expected to increase at a rate of about three percent annually until 2030. Many foreign visitors are interested in Sweden's attractive and varied natural environments of vast forests, mountain landscapes, rivers and lakes – all of which there are many in Kiruna.

The wealth of unique attractions within our destination gives us an exclusive position in global tourism. We have an Arctic climate with plenty of snow in a world where the climate is becoming steadily warmer. We have natural phenomena such as the northern lights and the midnight sun, interesting experiences such as Sámi culture, ICEHOTEL, the space and mining industries, and a city that is undergoing a major transformation.

Kiruna in Swedish Lapland is a strong and growing brand and Kiruna Lapland

have confidently chosen to participate in the national goal: through sustainable development practices double turnover and the value of exports generated by the Swedish tourism industry by 2020.

As an important step in this effort, Kiruna Lapland have decided to assume greater responsibility for the development of responsible and sustainable tourism in our destination. Our goal is to find a balance where tourism contributes to an improvement of social and economic conditions, whilst environmental, natural and cultural values are preserved. In order to make this vision a reality, sustainability has to be a natural core tenet of Kiruna's tourism strategy.

With the goal of providing tourism companies with the tools they need to grow and develop in a sustainable direction, Kiruna Lapland have developed a sustainability programme known as "Sustainable Arctic Destination". The aim is to have a majority of companies at the destination certified as part of this programme.





WHAT IS SUSTAINABLE TOURISM FOR KIRUNA LAPPLAND?

Sustainable tourism means responsible travel, where we respect the environment, the culture and local communities, whilst providing socio-economic benefit for all.

All travellers can contribute to sustainable tourism and small, often simple choices may have a major impact. Examples of positive action are buying local products, choosing cycling or public transport

instead of taxis and avoiding actions that infringe upon the human rights of others.

For those of us who are working in the tourism industry in Kiruna, the challenge is to actively and carefully design our products and services so that any potentially negative impacts of tourism are minimised, whilst we strive to maximise the positive results of an ever-growing, international interest in our Arctic nature and culture.

SUSTAINABLE ARCTIC DESTINATION IS BUILT AROUND THE GSTC CRITERIA FOR SUSTAINABLE TOURISM

The Global Sustainable Tourism Council (GSTC) was formed in 2007, supported by the UN amongst others and has developed two sets of criteria for sustainable tourism so far:

- ***GSTC Industry Criteria*** (for hotels and travel operators)
- ***GSTC Destination Criteria*** (for destinations)

The criteria are organised as four pillars and in order to be considered sustainable,

tourism must be sustainable throughout all four areas:

- ***sustainable management***
- ***socio-economic impact***
- ***cultural impact***
- ***environmental impact*** (including the use of resources, the limitation of pollution and the preservation of biodiversity and environments)

You can read the complete GSTC criteria online at **www.gstccouncil.org**



STEPS FOR OBTAINING CERTIFICATION

In order to become certified and eligible to use the Sustainable Arctic Destination seal, companies must engage in our certification process and demonstrate compliance with our sustainability criteria.



Laws and regulations

The company operates in compliance with national and international laws and regulations as well as local operational regulations and has a business plan in place.

Sustainability

The company has a formal, written sustainability policy and sustainability plan that includes their vision, goals and a framework for work with sustainability initiatives.



Technology and accommodation

In cases where the company offers accommodation, the most environmentally appropriate technology and materials are chosen for new investments. The company strives to use environmentally-friendly accommodation and eco-labelled lodging facilities. There is at least one allergy-friendly room.

Energy, recycling & waste

The company has a policy and action plan to reduce waste and increase recycling and reuse. The company has a policy to save energy, maximise the use

of renewable energy sources and purchase alternative energy when it becomes available. The company has a policy and action plan to reduce greenhouse gas (GHG) emissions. The company has a policy for conserving water and a practice of identifying areas where water consumption can be reduced.



Transports

The company has a policy to reduce motor vehicle use and this is communicated to employees and guests. The company informs guests about the availability of public transport, bicycle and kicksled rental, and other environmentally friendly transport alternatives at the destination.

Safety and security

The company has a safety and security plan adapted to the company's business and general recommendations, and has valid insurance policies for its operations.



Purchasing

The company has purchasing guidelines that prioritise local, organic and responsibly procured environmentally friendly products, as well as a policy to

reduce paper usage and reduce the use of unrecycled paper.

Food

The company informs customers about the country of origin of meat and fish served as main ingredients. The company does not serve genetically modified foods (GMOs). The company offers at least 5 organic and/or locally produced foods or beverages. The company offers guests at least one vegetarian main course for lunch and dinner.



Staff

The company does not discriminate based on race, gender, religion, pregnancy, state of health or political affiliation, and pays a legal salary. The company treats employees and customers fairly and respectfully, and has a clause against sexual harassment as well as an action plan. The company's employees have undergone the required training for the different areas of work. All employees have undergone training in ABC first aid techniques and cardiopulmonary resuscitation (CPR). The company has a system for employee feedback. The staff has a good knowledge of the destination and the company, as well as of local nature and areas of cultural significance.

Destination, animals, nature & culture

The company has conducted a travel analysis to ensure responsible tourism and activities that respect the environment, nature and areas of cultural significance.



Philanthropic criteria

The company actively supports local infrastructure and social development

efforts by informing guests about socio-economic and philanthropic opportunities, including education, health and hygiene. The company provides support for conservation or cultural conservation efforts or organisations.

Guest communication

The company collects feedback from guests and has a system for documenting feedback. The company communicates to guests "do no harm" codes of conduct that include responsible travel, local culture, and protected areas. Guests are encouraged to buy locally produced products, food, lodging, transportation, guided activities or other services and/or visit locally owned companies. The guests participate in some kind of personal meeting with company staff who inform about activities, the destination and codes of conduct. The company provides suitable safety equipment for various activities to protect guests from injury or freezing.



Marketing

The company's marketing materials are accurate and complete and do not market beyond what is promised in the service descriptions.



SUSTAINABLE ARCTIC DESTINATION SEAL

The right to display the Sustainable Arctic Destination seal is one of the many benefits of being certified with Kiruna Lapland Economic Association's sustainability programme.

The purpose of the seal is to support and recognise those businesses which are committed to sustainable business practices. The seal is also designed for marketing purposes to raise consumer awareness of sustainable products and services and to influence their purchasing decisions.

The Sustainable Arctic Destination seal assures guests that the product or service they are purchasing has been produced using environmentally, economically and socially responsible practices.

WOULD YOU LIKE TO KNOW MORE ABOUT SUSTAINABLE ARCTIC DESTINATION?

At Kiruna Lapland, we are happy to help you with any questions you may have about sustainability certification.

Contact:

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EUROPEAN
UNION
European Regional
Development Fund



*in Swedish
Lapland*
